The Virtual Representative 2.0 User's Manual

Communicating With Your World ™

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The Virtual Representative
User's Manual

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Welcome!

We are very excited that you have chosen the Virtual Representative to enhance your organization's communication. The newest version of the VR is designed to make e-newsletter publishing extremely easy, while still producing professional-looking results.

I have found that consistent use of the VR newsletter over the past five years has greatly improved my experience as a manufacturer's representative. The VR allows my company to communicate information to many different parties at once, giving everybody the customized and relevant e-newsletter that they deserve. As the cost of traveling increases and the amount of face time decreases in my industry, the VR has proven invaluable when it comes to communicating.

The payoff has been clear – people have approached me and told me that they enjoy reading the newsletter every week. Others have called our office inquiring about new products that we introduced through our newsletter. The VR has created a great feeling of connectedness and pride within my company, and I would like to invite you to embark on the same journey. I guarantee that with time and effort, you will be able to realize the same benefits.

Although the VR's features are very intuitive, we encourage you to use this manual to gain a more in-depth understanding of the system, as well as to gather more ideas for improved communication. The VR is dedicated to making sure your organization has a first-class experience, so if you have any questions that are not addressed in this manual, please do not hesitate to contact our team of professionals.

Happy Publishing!

Steve Zaboji

President, Virtual Representative

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Quick Reference Guide

What we would like you to know... May 29, 2009

XPL Products

Protect Your Products

We are now offering a new warranty on all XPL-4500s. Beginning on July 1, 2009, you can purchase an extended 3-year warranty for only $100. Visit www.newwarranty.com and enter in promotion code 78BA8. Please contact Jeremy Milpas at 1-800-123-4567 if you have any questions or concerns.

BHP Installation

It's as Easy as 1-2-3

When it comes to hooking up the BHP-299, many people have had problems in the past. However, the newer BHP-300 is much easier to install due to the new ZEE technology. Visit www.zeetechnologyinc.com/learn to learn how this great new system works. Installation and operation manuals can also be downloaded online for free.

Reminders

Test Line

Model XL-9000 Sold Out!

This popular model will no longer be available.

The JJ Inc. Staff

Name	Title	Office Phone	Cell Phone
John Madison	President	1-202-123-4567	1-202-890-1234
Jeremy Milpas	Vice President	1-202-123-6543	1-202-777-9999

The JJ Inc. Product Lines

XPL Products BHP Installation JJ Inc.

Sent on behalf of
VR Newsletter
The Virtual Representative
123 Test St
Anytown, VA 22222
(555) 123-4567

Newsletter feedback or to unsubscribe

Powered by:
support@virtual-representative.com

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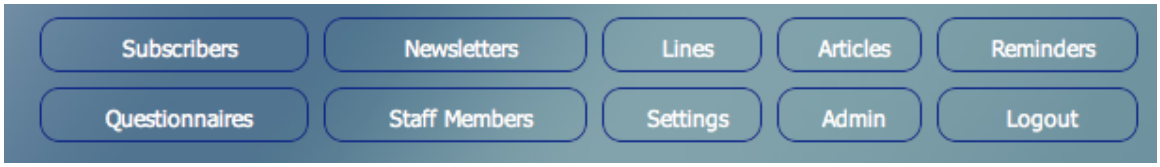
Section 1:
Managing Your Account

Introduction

This section covers newsletter set-up, as well as the management of subscribers and lines or topics to be covered in your newsletter.

The VR website is designed to be very easy to use. When you log in, you will see a main toolbar that will help you easily access all of the newsletter's main functions. This toolbar (seen below) will remain visible no matter what feature or page you are viewing.



Setting up your VR account

In order to set up your account, the following steps should be taken in order:

1. Create a masthead (see "Creating a masthead" on page 6).
2. Log in for the first time, enter your organization's basic information and upload your masthead.
3. Create your lines (or topics) (see page 8). More can be added anytime.
4. Enter your subscribers and subscribe them to the lines or topics you want them to receive information on (see page 10).

Logging into the VR

1. Go to www.virtual-representative.com.
2. Click the "Log In" button on the top right of the home page.
3. Enter the username and password provided to you when you subscribed.

★ You can change your password whenever desired by clicking **Admin** on the main toolbar, entering a new password, confirming it, and clicking **Save.**

★ Don't forget to log out of the VR when you are finished. Closing your browser window after logging out will help ensure that nobody else using your computer can access the VR.

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Entering your organization's basic information

Before you proceed to add lines or topics, subscribers and eventually articles, you must fill out your organization's basic information. Missing information will be highlighted in red until it is filled in.

- *Name:* This name appears at the bottom of your newsletter after "Sent on behalf of." Usually this name is the organization's name and then "newsletter," i.e. "JJ Inc. Newsletter."
- *Email address:* This address is the one that all subscription and unsubscribe requests will be sent to, as well as the email address that the newsletter will be sent from. You can put the existing email address of the person who will be the newsletter administrator, or create a new email address for the sole purpose of handling the newsletter and allowing multiple people to access it.
- *Company:* Your organization's name goes here.
- *Address*
- *City*
- *State*
- *ZIP*
- *Office phone*
- *Cell phone:* This is optional.
- *Newsletter masthead:* See "Creating your masthead" below.

Creating your masthead

Your masthead is the personalized banner that will be displayed at the top of each issue of your newsletter. It is a good idea to put thought into the colors, text, logos and/or images that you would like your subscribers to see. This banner can be changed at your discretion, such as seasonally.

When you first login to the VR, your account will have a generic masthead. You can make your own masthead using a photo-editing program.

- The masthead should be 600 pixels wide by 150 pixels tall. If it is less than 600 pixels wide, it will not be completely in line with the articles beneath it.
- Once you have personalized the masthead, save it to your computer so you can upload it to your newsletter template.
- If you would like us to assist you with your banner, send us the highest resolution file of your logo and we will help create one and send it back to you for insertion.
- Follow the directions below under "Changing your masthead" to upload your masthead.

★ It might be helpful to make a folder on your computer such as "Newsletter Materials" to keep all your creative elements handy.

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Changing your masthead

You may change your masthead whenever you like; however, keeping the same one to help readers identify with your newsletter is usually the best option. To change your masthead:

1. On the main page, click **Settings.**
2. Under Newsletter Masthead Image, click **Edit.**
3. Beside Newsletter Masthead Image, click **Browse.**
4. Select the image you would like to upload.

Entering your staff information

Staff information is displayed at the bottom of each issue of your newsletter, enabling readers to contact you or any of your staff easily. The VR displays each staff member's name, title, email address, and phone number. When a reader clicks on a staff member's name, an email prompt is displayed they can simply fill out and send to you.

★ You do not have to provide staff information if that feature is not desired. By not entering staff information or deleting all staff information later, your subscribers will not see a "Staff" section.

To add a staff member:

1. On the main page, click **Staff Members.**
2. Click **Add New.**
3. Enter in the appropriate information and click **Save.**

To edit a staff member's information:

1. On the main page, click **Staff Members.**
2. Find the staff member you would like to edit, using the Search function if necessary.
3. To the right of the staff member, click **Edit.**

To delete a staff member:

1. Follow the first two steps above.
2. To the right of the staff member's information, click **Delete.**

Entering/editing your organization's information

Your organization's name, address, phone number, and cell number can be displayed at the bottom of every newsletter. To enter this information:

1. Click **Settings** on your main toolbar.
2. Click **Edit** on the bottom of the page.
3. Enter the appropriate information and click **Save.**

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Managing your lines or topics

A “line” refers to a specific company, topic, or area about which you will send users information. For example, you may consider “SBL Electronics” or “Fundraising.” A line can also concern information for a select group of people, such as “Board of Directors.”

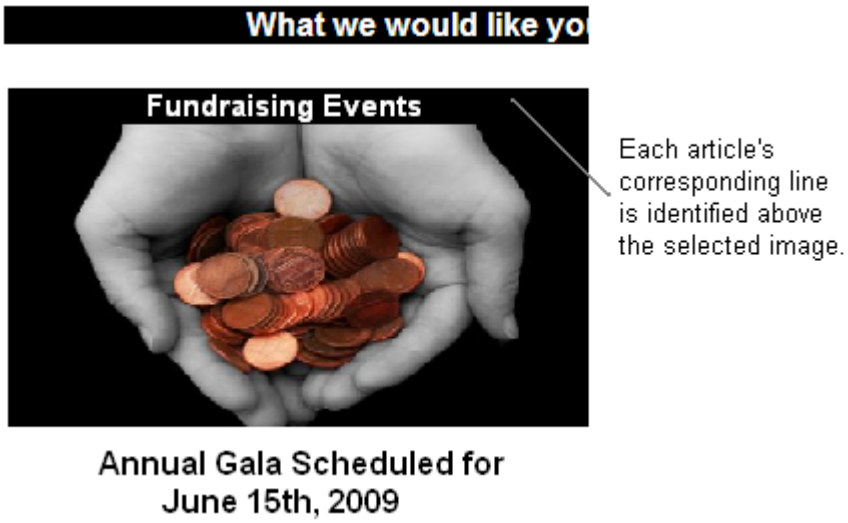
Each time you add a subscriber, you will indicate which lines or topics they will receive information about by checking the corresponding boxes. Subscribers can receive any combination of lines or topics. It is a good idea to make the areas of information that your lines or topics refer to mutually exclusive of each other, so that subscribers do not have the potential to receive redundant information within each issue of your newsletter.

Since each subscriber receives only articles from the lines or topics they are assigned, their newsletter is automatically customized to fit their needs. This system has many advantages, as it allows you to direct your communication more precisely. Getting the right information to the right target audience improves the impact of your newsletter tremendously. At the same time, it is not difficult to create this customization, because the VR performs it automatically.

The general line

It is usually helpful to create a “general” line using your company’s name, to which all readers will be subscribed as they are added. This is ideal for sending out information that is of general interest or information about topic areas that are not large enough to warrant creating a whole new line and subscribing everyone to it.

★ The general (your company’s name) line should be created as soon as possible, so every subscriber you add can be subscribed to it.


What we would like yo
Fundraising Events
Each article's corresponding line is identified above the selected image.
Annual Gala Scheduled for June 15th, 2009

★ There is no limit concerning the number of lines or topics that you may have at one time. The average publisher chooses to have between 10 and 20 lines.

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★ *You do not have to create more than one line.* If you anticipate that you will be sending the same exact information to every subscriber, you can just create one line (your organization's name, like the General Line described above) and subscribe everybody to it. However, many find the line feature useful to create different sections to organize information, so readers can readily identify the subject matter within your articles.

Adding a line or topic

To add a line:

1. Click on **Lines** on your main toolbar
2. Click **Add New**
3. Enter the appropriate information, including the line's name, a description if desired, and a corresponding link.
4. Click **Save.**

★ A link is required to be provided before a new line can be saved. If your line is internal, such as "Employees" and there is no obvious website that corresponds with it, you can use your organization's website. The same link can be used multiple times for different lines.

★ *Be cautious of the length of your line's name.* The name of your line will appear in the "Product Lines" section of your newsletter (see the bottom of the Quick Reference Guide on page 4). In order to ensure that the formatting is correct and the names of your lines do not overlap, limit your line names to about 20 characters. To make sure that all lines fit correctly, preview an issue of your newsletter and look at the Product Lines section.

Editing a line or topic

To edit a line anytime:

1. Click **Lines** on your main toolbar.
2. Find the line or topic you would like to edit, and click **Edit** next to it.
3. Enter the appropriate information and click **Save.**

★ When you edit a line, such as changing the name, there is no effect on subscribers. Subscribers that were previously subscribed will remain subscribed when line information is changed.

Deleting a line or topic

Lines that are no longer desired may be deleted at any time. To permanently delete a line:

1. Click **Lines** on your main toolbar.
2. Find the line you would like to delete, and click **Delete** next to it.
3. Click **OK.**

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★ If you are replacing a line with a new line that will be sent to the same group of subscribers, it is a good idea to edit the name of the line, rather than deleting it. This will prevent you from having to re-subscribe people to the new line.

Managing your subscriber database

The VR provides you with the ability to add as many subscribers as you wish. Your subscriber database can reach 10,000 email addresses without incurring any additional cost. The database includes each subscriber's name, company, and email address, as well as which lines or topics they receive.

Using the subscriber link

When you first create your VR account, you will be provided with a link that people can click on to subscribe to your newsletter. Once they click on the link and enter their information, a request will be sent to you. You must approve their subscription, and you have the ability to change which lines they will be subscribed to.

Adding a subscriber

You can enter names and addresses directly into the system. To add a subscriber:

1. Click **Subscribers** on your main toolbar.
2. Click the **Add New** button.
3. Enter in the subscriber's name, company, and email address and click **Save.**

Editing a subscriber

If a subscriber's information changes, such as their email address or lines of interest, it will be necessary to update their information. To edit a subscriber's information:

1. Click **Subscribers** on your main toolbar.
2. Either find the name by clicking through to it, or use the **Search by Keyword** box to find the name.
3. Click **Edit.**
4. Enter the appropriate information and click **Save.**

★ When using the **Search by Keyword** function, you can search using only part of the subscriber's name.

★ Once you enter text in the **Search by Keyword** function, it will stay in the box until manually deleted. If you leave the **Subscribers** section and return afterwards, you will still have to manually clear the text to see your complete subscriber list again. This can

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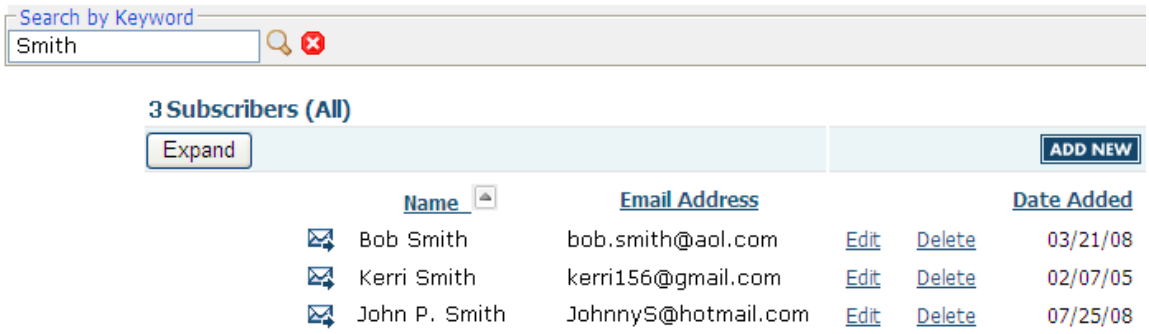
be done by simply clicking the red “X” next to the search box, or highlighting the text and deleting it.



Deleting a subscriber/unsubscribing

When you wish to remove a subscriber from your list:

1. Click **Subscribers** on your main toolbar.
2. Either find the name by clicking through the list on your screen, or use the **Search by Keyword** box to find the name.
3. Click **Delete.**

In addition, an “unsubscribe” link will appears at the bottom of your newsletter to allow recipients to request to be unsubscribed. Once a reader clicks this link to unsubscribe, your newsletter administrator will get an email with the unsubscribe request and can perform the steps above to remove the subscriber.

Viewing your subscriber list

In the **Subscribers** section, you can sort your subscribers by name, email address or date added. Simply click on **Name, Email Address, Company** or **Date Added.**

You can also view your subscribers according to what lines they are subscribed to. Click on the appropriate line under “Filter by Product Line.” This will create a list of all subscribers for that line.

To see detailed information about each subscriber, click **Expand.**

Exporting your subscriber list

You can export your list to Microsoft® Excel for easy viewing and sorting. However, once exported, the file cannot be imported back into the VR system to implement changes.

To export:

1. Search for or display the desired list of subscribers that you wish to export.
2. Click **Export CSV** at the bottom of the screen.
3. Paste the list into an Excel spreadsheet.

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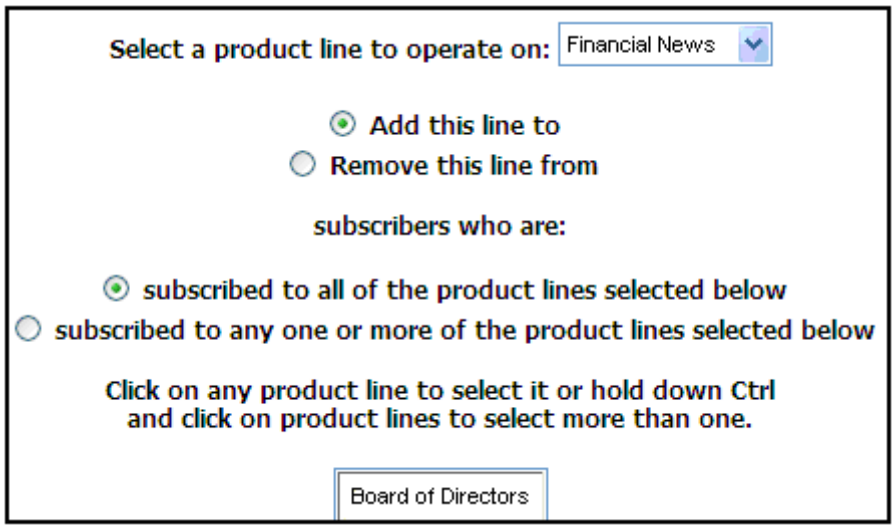
Adding a line to multiple subscribers at once/Linking subscribers

If you create a new line and would like to quickly subscribe a large number of people to that line, you can avoid having to find each individual name by using the **Link Subscribers** feature. This allows you to take everyone who is subscribed to another line (or combination of lines) and automatically subscribe them to a new line. You can also use this feature to remove a line from a group of subscribers using the same logic.

To access the **Link Subscribers** feature, click on **Lines** on the main toolbar, and then click **Link Subscribers** at the bottom of the page.


Select a product line to operate on:
Financial News
Add this line to
Remove this line from
subscribers who are:
subscribed to all of the product lines selected below
subscribed to any one or more of the product lines selected below
Click on any product line to select it or hold down Ctrl and click on product lines to select more than one.
Board of Directors

The options above, “Subscribed to all of the product lines selected below” and “Subscribed to any one or more of the product lines selected below” act as an AND/OR function. For further clarification, please see the examples below.

Example 1: OR Feature. In the following example, a new line called “Financial News” has been created. The newsletter administrator would like to automatically subscribe everyone who is subscribed to “Board of Directors” OR “Investors” to this line.

To link subscribers:

1. In the first drop down box next to “Select a product line to operate on,” select the new line you would like to subscribe people to.
2. Click Add this line to.
3. Determine which groups of people you would like to subscribe to this line. In the box at the bottom of the screen, select which product lines you would like to “link” to. For this example, both Board of Directors and Investors should be selected by holding the Ctrl button down while selecting the second line.
4. Click “Subscribed to any one or more of the product lines selected below” if you want people who are subscribed to Board of Directors and Investors to receive Financial News, regardless of whether they are subscribed to both.
5. Click **Apply.**

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Example 2: AND Feature. In the following example, a new line called “Financial News” has been created. The newsletter administrator would like to automatically subscribe everyone who is subscribed to “Board of Directors” AND “Investors.”

To link subscribers:

1. In the first drop down box next to “Select a product line to operate on,” select the new line you would like to subscribe people to.
2. Click **Add this line to.**
3. Determine which groups of people you would like to subscribe to this line. In the box at the bottom of the screen, select which product lines you would like to “link” to (Board of Directors and Investors in this example).
4. Click **“Subscribed to all of the product lines selected below”** if you want only people who are subscribed to BOTH Board of Directors and Investors to receive Financial News. (If somebody is subscribed to just the Board of Directors line, they will not receive the Financial News line.)
5. Click **Apply.**

This linking feature can also be used to unsubscribe a group of people using the same logic. Instead of **“Add this line to,”** click the button next to **“Remove this line from.”**

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Section 2:
Creating Articles, Reminders and Quizzes

You can include any number of articles, reminders and quizzes in each issue of your newsletter. Articles are displayed in pairs with images directly above them, creating the effect of two columns. Reminders are very short articles, which appear below all of the articles in your newsletter and are not accompanied by images. Your staff and company information is displayed at the bottom of the newsletter as shown in the Quick Reference Guide on page 4.

Before you begin assembling a newsletter to publish, all articles, reminders and quizzes should be completed and saved. Once you save an article, it is added to a "portfolio" of all articles ever created. Articles can be arranged by title or date for easy searching. All information resides safely on the VR's remote server, and therefore articles can be edited or published wherever you have internet access. There is no limit to the number of articles, reminders and quizzes that you can save to your account, and for that reason it is unnecessary to delete old articles.

Creating articles

Adding an article

If you wish to add a new article:

1. Click **Articles** on your main toolbar.
2. Click **Add New.**
3. Enter your headline.
4. Select the corresponding line to which this article belongs.
5. Upload an image that will be displayed along with your article.
6. Create the body of your article by typing directly in the text box or pasting text from another source.
7. Click **Save.**

★ Steps 3-7 can be performed in any order.
★ You can save your article and come back later to finish it. However, make sure that you create a headline so you can search for it again, and add a placeholder image that will eventually be changed.

After you save the article, a preview screen of the article will appear. If no change need to be made, click **Continue.** If you wish to edit the article again, click **Edit,** make the necessary changes, click **Save** and preview the article again with the changes. When completely satisfied with the article, click **Continue.**

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To access a previously saved article:

1. Click **Articles** on your main toolbar.
2. Click **Edit** next to the article you wish to access.

★ You can also access articles that have previously been published and edit them for future newsletters, or simply publish them again without making changes.

Article elements to consider:

- *Headline:* enter in a brief headline. This will be displayed above the article in your final newsletter, and also becomes the name of your article that you can search for in the future. It is a good idea to limit the length of your headlines to about 30 characters, in order for it to fit on one line.

- *Copy:* You can type directly into the text box, or you can paste text from another source such as Microsoft ® Word. Your articles can be any length, but keep in mind that shorter articles are usually more effective. 100-250 words tends to work best for most articles.

- *Text effects:* You can make your text bold, italic, underlined, different colors, and different sizes (see “Using text effects” below).

- *Pictures and animations:* Each article has a corresponding image. It is recommended that all images be the same size in order to create a visually appealing newsletter (290 x 150 pixels is best). See “Uploading pictures” and “Uploading animations” on pages 16 and 17.

- *Links:* You can insert links to relevant websites within the text of your articles to illustrate and support information included in your newsletter. This allows you to provide further detail and depth to your readers. You can also link to images within the text of your articles. See “Inserting links” on page 18.

- *Quiz module:* The VR allows you to create “quizzes” to engage your readers and collect feedback. See “Creating quizzes” on page 22.

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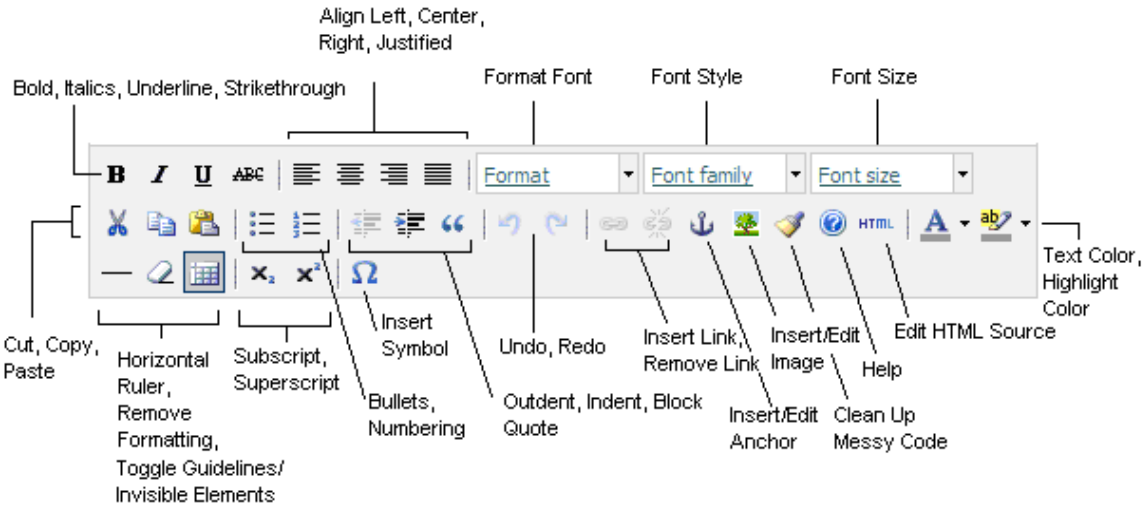
Using text effects

The diagram below shows the many different text effects that can be used when writing your articles. The features are similar to many available in Microsoft ® Word. The best way to learn about these tools is to create test articles and experiment. The final results can be viewed with the **Preview** function, which shows what your article will look like when published.



★ When choosing a font, consider that sans serif fonts are generally easier to read on a computer monitor, while serif fonts are easier to read on paper.
★ If you choose to justify the text in your articles, make sure that all articles are justified when you preview your newsletter.

Uploading images

- Make sure the image is saved as a .**bmp, .jpg**, **.jpeg** or **.gif** file. See "What type of file should I use?" below for details about these formats.
- For best results, the images should be "landscape" rather than "portrait" (more width than height).
- The optimum image size is 290 pixels wide and between 110 and 180 pixels high. Making all images the same exact size tends to improve the overall visual appeal of the newsletter.
- Although pictures will automatically be resized to 290 pixels wide when they are uploaded under the "Add Articles" feature, it is best to upload pictures that are already resized. If the file is too large, it may not upload correctly.
- For general pictures depicting subjects like meetings, training, microprocessors, CD's, etc., you might try searching for the subject in Google's image search (go to www.google.com, click on Images on the bar, type in your subject). If you find an image, click on it, click to see it in full size, then right click, and save the image to your computer. You can then edit the picture to put it into the desired format (.jpeg 290 pixels wide) using an image editing program such as Adobe Photoshop.
- See page 28 for information about photo editing software.

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What file type should I use for my images?

Images can be saved in several different formats. The VR accepts .jpg, .jpeg, .bmp and .gif files for images, and .gif files for animations.

- Bitmap files (.bmp) are difficult to enlarge with photo editing software. They will often be very blurry if they are blown up, but they can be decreased in size without issues, and work very well for line drawings and clip art.
- JPG (also JPEG) stands for "Joint Photographic Experts Group," which is a compressed bitmap file that supports 16 million colors and is better suited to digital photography. However, JPGs do not work as well for clip art and line drawings.
- GIF stands for "Graphics Interchange Format," which is another type of compressed bitmap file. GIFs work well for clip art and line drawings, and they also allow transparency and animation. However, the GIF format only supports 256 colors, so avoid saving digital photographs in this format.
- You may come across TIFFs as an image format. TIFFs are known as the industry standard for photo editing, as they prohibit image loss when the image is resized. However, these files are incredibly large and cannot be emailed or used on the internet. The VR does not accept this format.
- ***Summary:*** *Save your file as a .jpg if it is a photograph. If it is clip art or a line drawing, save it as a .gif or .bmp. However, differences may not be apparent when working with small images, so any file type is likely to work well.*

Troubleshooting image problems

★ If you upload a picture and see only a red "X" where the picture should be, double check the file type to make sure it is a .bmp, .jpg. or .gif.
★ If you see a red "X" even if the file is the correct type, try resizing the image so it is 290 pixels wide and upload it again.
★ A new article cannot be saved until an image is uploaded along with it. If you write an article but do not have an image ready, you can select any other image as a placeholder and change the image later.

Uploading animations

- Animations can be created and saved as a **.gif**, but they MUST be resized to 290 pixels in width first.
- You can create animations using programs such as Adobe ImageReady or Photoshop. This allows you to put several images together into a "movie" for one article.
- A maximum of three images is recommended in order to ensure that it still easy for subscribers to download your newsletter.

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Inserting links to websites and images

Putting links into your articles is a great way to provide readers with further information without cluttering your newsletter. For example, if you are summarizing features of a new product, you can offer your readers a link that will take them directly to the manufacturer's website where all of the features are clearly described in detail. The VR also allows you insert pictures into your text by using a link. The goal of VR is to enhance your communication to your network of contacts. This click-through ability makes it simple for them to get more information easily.

This manual will discuss four types of links that you can use in your newsletter:

1. A hyperlink typed directly in the text that readers can click on.
2. A word that links to another web page, but hides the URL.
3. A picture inserted directly into the text, linked from a URL.
4. A link to a document or .pdf that you upload.

Type 1: To create a hyperlink by typing directly:

1. Type the URL directly into the text of your article when writing the article (such as www.google.com).
2. When you finish editing the article, check the preview screen to make sure that the URL appears as a hyperlink (blue and underlined).

When the article is published (or previewed), it will automatically create a hyperlink, which readers can click on to go directly to the website.

★ When you type in the URL, you must begin with "www." and write the full address. If only "google.com" had been entered into the text of the article, no hyperlink would have been created.

Type 2: Links where the URL is hidden; instead, a simple word or phrase can be clicked on to link to the website.

To make a word or phrase into a hyperlink:

1. Highlight the word or phrase that you want to be linked in the textbox.
2. Click on the "Insert link" button, which looks like part of a chain.

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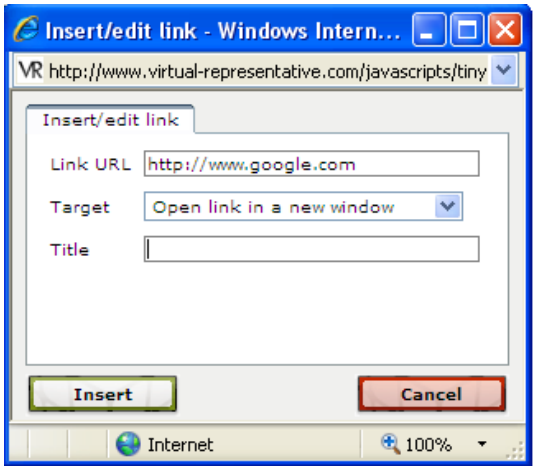
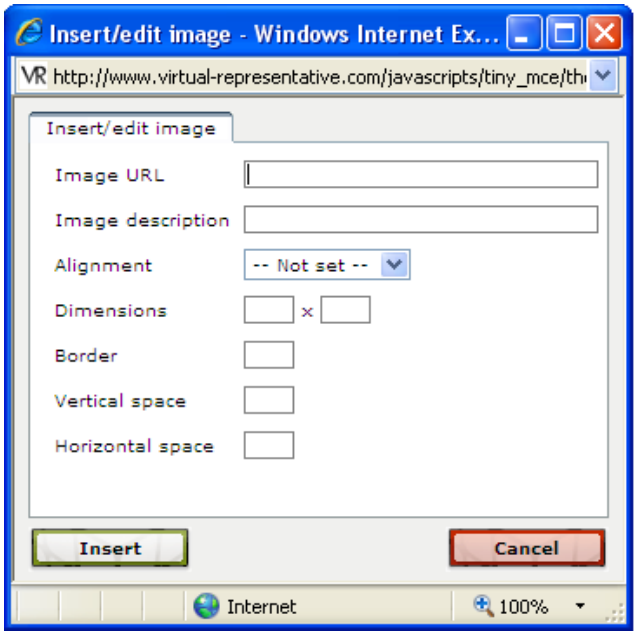
3. You will be prompted with a new window. Enter the URL that you wish to link to in the first box (this must be the complete URL, which includes http://www.). For example, http://www.google.com (shown below on the left).
4. You may also designate a target, which determines whether the link will open in the same window or a new window. When finished, click **Insert.**



Type 3: A picture can be inserted into the text of an article.

To insert a picture into the text:

1. Click **Insert/Edit Image** at the bottom of the textbox.
2. Insert the URL of the image.
3. Enter the dimensions of the image (such as 100 x 50 pixels); the program will resize it to you specifications.
4. Click **Insert.**



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Type 4: A link to a document you have created can be inserted into the text.

You can link to any type of document, such as a Microsoft ® Word document, or a PDF that you create and save on your computer. Linking to a document that you have created requires some set-up, but once the system is in place, it is not particularly difficult.

The main concept behind this is to use your own organization's website to host documents online. You will need to software such as Filezilla (a free open-source program), which allows you to transfer files between websites and PCs running Microsoft ® Windows. Your IT department can then set up Filezilla so that your website can be used to host documents. People visiting your website will not be able to see or access the documents – only people who receive a link in their newsletter can access them.

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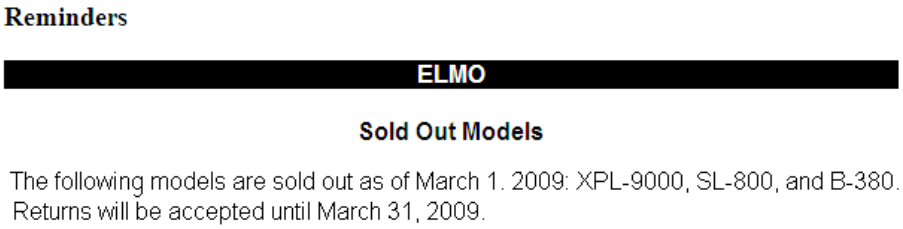
Creating reminders

Reminders can be used to provide your readers with information that isn't as involved enough as to warrant writing a whole article. Reminders are similar to **Articles** except that no illustrations are included with the text, and they are the full width of your newsletter. Usually reminders are 1-3 sentences in length, but they can be longer.


Reminders
ELMO
Sold Out Models
The following models are sold out as of March 1. 2009: XPL-9000, SL-800, and B-380.
Returns will be accepted until March 31, 2009.

Adding a reminder

1. Click on **Reminders** on your main toolbar.
2. Click **Add New.**
3. Enter text in the headline and body of the reminder.
4. Click **Save.**

Editing a reminder

To edit a reminder:

1. Click on **Reminders** on your main toolbar.
2. Find the reminder that you want to change and click **Edit.**
3. Make the appropriate changes and click **Save.**

★ Remember that you may publish old articles and reminders in future issues of your newsletter.

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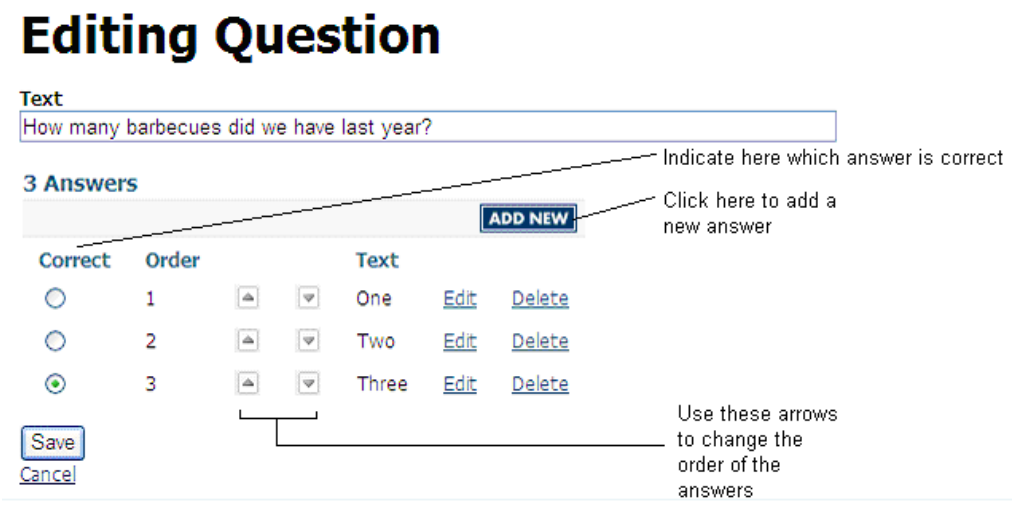
Creating quizzes

You can use the **Questionnaire** feature to write short multiple-choice quizzes that will appear in your newsletter. Subscribers will be able to see their scores immediately after submitting their answers. You will also have the ability to view all responses. This feature can be used in several different ways, such as creating a quiz to reward readers who provide the right answer, or to conduct a poll to collect feedback from readers.

To add a questionnaire:

1. Click **Questionnaires** on your main toolbar.
2. Click **Add New.**
3. Enter in the title of your quiz.
4. Upload an image that will be displayed along with your quiz.
5. To add a question, click **Add New.** Type in the question and click **Save.**
6. Create the answers that your readers will choose from by clicking **Add New** on the “Editing Question” page.
7. Arrange the answers in the desired order by clicking on the up and down arrows next to the answers.
8. Indicate which answer is the correct answer by clicking the corresponding radio button under the “Correct” column.
9. To edit an answer, click **Edit;** to delete one, click **Delete.**
10. When you are satisfied with your first question, click **Save.** You then have the option to make more questions if you want.



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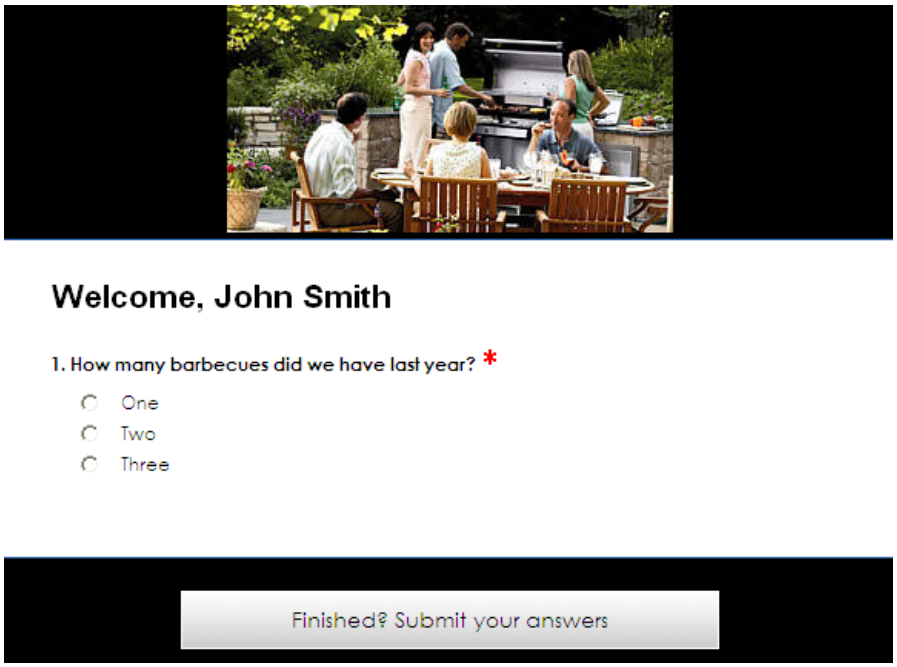

★ Subscribers are only allowed to take each quiz once.
★ When subscribers take the quiz and submit their answers, they will be directed to a page indicating their score. This score is shown as a percentage.

To view who has taken the quiz and their corresponding scores:

1. Click on **Questionnaires** on the main toolbar.
2. Find the desired quiz and click **Report** next to it.

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Section 3:
Composing and Publishing Your Newsletter

When you have created and saved all of the necessary articles and reminders, you are ready to publish the newsletter. *See page 4 for the basic format of the newsletter.*

There are three steps that must be performed in order to publish your newsletter:

1. **Compose** the newsletter by selecting which content to publish.
2. **Preview** the newsletter to ensure proper content, formatting, and size.
3. **Send** the newsletter out to your readers via email.

Composing the newsletter

To compose a new newsletter:

1. Click on **Newsletters** on your main toolbar.
2. Click **Compose.**
3. Enter in the title of your newsletter in the **Title** box. The title should generally be the date you will publish the newsletter.
4. Select which articles to include from the list.
5. Select which reminder(s) to include.
6. Select which questionnaire(s) to include at the very bottom of the page.
7. Click **Save.**
8. Arrange the articles in the order you would like them to appear by clicking and dragging the boxes.
9. Click **Save.**

★ The corresponding lines will be displayed next to the headlines of articles and reminders in parentheses.

Previewing the newsletter

When you are finished choosing which articles to include in your newsletter, you will be taken back to the page showing all newsletter issues created in the past. The next step is to preview the newsletter to make sure that the content and formatting is correct.

To preview your newsletter:

1. From the **Newsletters** page, find the issue you would like to preview.
2. Click **Preview** next to the title.

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You will see a new screen that displays exactly what your readers would see if you sent out the current version. It is important to take a close look at your newsletter to ensure that everything is perfect. When you are done previewing the newsletter, click the back button on your browser window.

Some examples of details that should be considered when previewing:

- Are all of the pictures visible? (If not, they may be saved in the wrong format.)
- Are the pictures visually appealing and appropriate?
- Do all links work? (Click on all links to test them, and use the back button on your browser to return to the newsletter preview.)
- Is all spelling and grammar correct?
- Are all paragraphs formatted correctly and uniform?
- Is there only one font being used? If not, was this done purposely?
- Is the date of the newsletter at the top correct?
- Are the lines displayed at the top of each article correct?
- Has any staff contact information changed?

It is a good idea to look at the overall flow of the articles, pictures, and formatting, as well as performing a detailed read-through of each article to check for mistakes that might have been missed.

Making changes to your newsletter

If you are adding or dropping an article from your newsletter,

1. From the **Newsletters** page, find the title of the newsletter you are working on
2. Click **Edit.**
3. Check/uncheck the necessary content.

If you need to make a change to the content in an article,

1. Click on **Articles** on the main toolbar.
2. Find the necessary article and click **Edit.**
3. Make the needed changes and click **Save.**
4. Your newsletter will automatically be updated. You can return to the preview mode to see the changes.

★ Make sure to preview the newsletter again after making any changes, no matter how small.

Sending the newsletter

When everything is perfect, it is time to send out the newsletter to readers. To publish:

1. From the **Newsletters** page, click on the newsletter you would like to publish.
2. Click **Publish.**

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Section 4:
Frequently Asked Questions and Helpful Tips

Frequently Asked Questions

Q: How often do I have to publish my newsletter?

A: You may publish your newsletter as often as you wish. Most find it effective to publish a newsletter once a week on the same day of the week. Whether weekly, bi-weekly, monthly or longer, consistency is very important, as it helps subscribers anticipate your newsletter.

Q: How do I create images to use in my newsletter?

A: You can use a combination of your own photos, Clip Art, and photos from the web. Just make sure that your photos are the appropriate size and format (.jpg, .bmp or .gif). Also, when using photos from the web, be sure to adhere to any copyright regulations. For tips on enhancing your photos, see “Photo editing software” on page 28.

Q: How can I see who is reading my newsletter? How accurate is the report?

A: The Report feature in your Newsletter tab allows you to see who has viewed your newsletters. Under the Newsletter list, choose a specific issue and click on “report.” This will provide you with a list of people who have opened the newsletter and the date and time that they did so. However, this number is usually lower than the actual amount of readers due to “preview” functions that are found in many email clients. For example, if subscribers preview the newsletter in Microsoft ® Outlook, their read will not be counted by the report function.

Q: I can’t find one of my subscribers using the search function. What’s wrong?

A: Make sure that the name you are typing in the text box is spelled correctly. Tiny differences in spelling can make it impossible to find a name. For example, if you can’t find Kathryn Smith, try typing Catherine Smith instead. Also, it may be helpful to type Smith and look through the results that come up.

Q: I deleted a subscriber, but they emailed me and said they still receive the newsletter. How is this possible?

A: Sometimes subscribers are entered into the system more than once. Make sure that there aren’t alternate spellings of the subscriber’s name.

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Q: How do I prevent my newsletter from being sent to a spam folder?

A: The VR has been working hard to prevent your newsletters from being picked up as spam by different email clients. Once in a while, a subscriber may find that his newsletter is being sent to the spam folder. You can advise your subscribers to adjust the settings on their email program to always allow mail sent from your newsletter administrator's email address (the address under **Settings**).

Q: Can I make a survey/questionnaire instead of a quiz with right and wrong answers?

A: The VR is developing a questionnaire feature that will allow users to give feedback in an "ungraded" survey format, instead of a multiple choice quiz. However, that questionnaire feature is not available at this time.

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Photo editing software

Images and animations make your newsletter visually appealing. Being able to resize, crop, and touch up your photos is important, in order to produce polished and professional-looking newsletters. There are many different photo-editing programs available that will help make the job of preparing pictures easier. The benefits and drawbacks of some popular products are listed below; however, this list is not exhaustive. Prices are approximates, as of June 2009.

- **Adobe® Photoshop CS4** **Price: $665**

  Photoshop is very advanced picture editing software. It has hundreds of features, allowing users to perform virtually any task. The main drawbacks are the steep price and the complexity of the program. Since Photoshop has so many features, most people need to take a class in order to learn how to use them all.

- **Adobe® Photoshop Elements 7** **Price: $80**

  Photoshop Elements is a simplified version of Photoshop. It still includes all of the essential Photoshop features, but leaves out the most complicated tools that are usually used only by professionals. The VR recommends purchasing this program or another in the same price range.

- **Corel® Paint Shop Pro X2 Ultimate** **Price: $100**

  This software has gotten great reviews, and some have suggested that it's easier to use than Photoshop. Although it's more suited to beginners, it has many of the features of Photoshop CS2, making it a very flexible program appealing to a wide range of users.

- **Google's Picasa** **Price: Free**

  Picasa is primarily a photo-organizing program, but also provides important basic editing features. It's extremely easy to use, and is a giant step up from the basic editing features of Microsoft Paint.

- **The GIMP** **Price: Free**

  This shareware program can do many of the things that more expensive software can do, and it has been compared to Photoshop CS2. It is user-friendly once installed, but critics have claimed that installation is moderately difficult because you have to download and install two separate programs.

- **Microsoft ® Paint** **Price: Free with MS Windows**

  Paint is arguably the most basic graphics editing program. However, it is easily accessible for most, since it is packaged with Microsoft Windows and Vista. Paint works well as a "quick and dirty" tool to resize images, crop, and make very simple drawings. On the downside, it is severely limited in terms of photo editing.

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Sources

- http://www.consumersearch.com/www/software/photo-editing-software/review.html
- http://photo-editing-software-review.toptenreviews.com/
- Corel: http://www.corel.com
- IrfanView: http://www.irfanview.com
- Picasa: http://picasa.google.com/index.html
- The GIMP: http://gimp.org

Some Features to Consider:

- Red Eye Removal
- Adjustment Layers
- Editable Text
- Drawing Tools/Shapes
- Number of Effects
- Convert to Grayscale
- Border Designs
- Rotate, Resize, Flip
- Cropping
- Auto Image Straightening
- Cloning Tool
- Touch-Ups
- Highlights/Shadow Adjustment

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